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Serial No. 09/740,420

PATENT APPLICATION

AMENDMENTS TO THE CLAIMS

1 1. (currently amended) An automated method for developing a new product,
2 comprising:

3 receiving electronically, using a computer accessible through a wide area network, a

4 plurality of new product concepts from a plurality of submitters, said plurality of new

5 product concepts administered by a manager;

6 selecting one new product concept from said plurality of new product concepts for market

7 introduction;

8 transforming said selected new product concept into a developed new product suitable for

9 introduction to the marketplace;

10 introducing said developed new product to the marketplace to find an interested party; and

11 licensing said developed new product to said interested party for manufacture, distribution,

12 and sale in the marketplace, said license including parameters for making payment of

13 a first royalty to the submitter of said selected new product concept and making

14 payment of a second royalty smaller than said first royalty to the submitters of each

15 new product concept not selected and making payment of a third royalty smaller than

16 said first royalty payable to said manager.

1 2. (original) The method as in claim 1 wherein selecting one new product concept for
2 market introduction comprises:

3 formulating a market survey relative to each new product concept;

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4 submitting each market survey to each of said plurality of submitters and soliciting a
5 response relative thereto; and
6 analyzing said responses to said market surveys whereby to select said one new product
7 concept for market introduction.

1 3. (original) A method as in claim 2 wherein each market survey includes a conjoint
2 analysis component having multiple attributes and multiple levels designed to predict the
3 marketability of a respective new product concept.

1 4. (original) A method as in claim 2 further comprising providing a plurality of pools,
2 each pool associated with a predetermined subject matter and receiving only new product concepts
3 having substantially similar subject matter.

1 5. (original) A method as in claim 2 wherein receiving a plurality of new product
2 concepts includes receiving new product concepts only upon payment of a registration fee, and
3 said step of receiving a plurality of new product concepts is repeated until a predetermined number
4 of new product concepts has been received.

1 6. (original) A method as in claim 4 wherein presenting said developed new product to
2 the marketplace comprises:

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3 marketing said developed new product to at least one potential manufacturer so as to
4 influence said potential manufacturer to execute a licensing agreement relative to said
5 developed new product.

1 7. (original) A method as in claim 2 wherein transforming the selected new product
2 concept into a developed new product, comprises:

3 engineering said selected new product concept to optimize the utility function thereof
4 through application of innovative design methodology and consultation with the
5 submitter of said selected new product concept; and
6 obtaining a degree of proprietary protection for said selected new product concept by filing
7 and prosecuting at least one patent application covering novel elements of said
8 selected new product concept.

1 8. (original) A method as in claim 2 further comprising notifying said plurality of submitters
2 when one new product concept has been selected and identifying said selected new product
3 concept.

1 9. (currently amended) An automated method for developing new products,
2 comprising:
3 providing a plurality of pools, each pool associated with a predetermined subject matter and
4 administered by a pool manager;

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5 electronically receiving a predetermined number of new product concepts into each said
6 pool, each said new product concept being registered by a submitter to one of said
7 pools having a subject matter in common with the subject matter of said new product
8 concept;
9 formulating a market survey relative to each new product concept;
10 submitting each market survey to each of said plurality of submitters and soliciting a
11 response relative thereto;
12 analyzing said responses to said market surveys whereby to select said one new product
13 concept for market introduction;
14 transforming each said new product concept into a developed new product suitable for
15 introduction to the marketplace; and
16 introducing each said selected new product concept into the marketplace whereby to obtain
17 sales transactions therefore; and
18 wherein said distribution parameters include making payment of a first royalty to the
19 submitter of said selected new product concept and making payment of a second
20 royalty smaller than said first royalty in equal amounts to the submitters of each new
21 product concept not selected and making payment of a third royalty smaller than said
22 first royalty payable to said pool manager.

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1 10. (original) A method as in claim 9 wherein introducing each said developed new
2 product concept into the marketplace further comprises:

3 marketing each said developed new product to at least one potential manufacturer so as to
4 influence said potential manufacturer to execute a licensing agreement relative to
5 said developed new product; and

6 licensing each said developed new product to a manufacturer for manufacture, distribution,
7 and sale in a market mutually selected by said pool manager and said manufacturer,
8 each said license including parameters for distributing revenue derived from sale
9 transactions relative to said developed new product.

1 11. (canceled)

1 12. (original) A method as in claim 9 wherein transforming the selected new product
2 concept into a developed new product comprises:

3 engineering each said selected new product concept to optimize the utility function thereof
4 through application of innovative design methodology; and obtaining a degree of
5 proprietary protection for each said selected new product concept by filing and
6 prosecuting at least one patent application covering the novel elements of each said
7 selected new product concept.

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1 13. (original) A method as in claim 12 wherein receiving said new product concepts
2 into said pools includes requiring payment of a registration fee for each new product concept
3 registered by a submitter, said registration fees being used to fund said steps of engineering each
4 said selected new product concept and obtaining a degree of proprietary protection for each said
5 selected new product concept.

1 14. (original) A method as in claim 9 wherein receiving said new product concepts
2 into said pools includes requiring payment of a registration fee for each new product concept
3 registered by a submitter, the registration fee being dependent upon the subject matter associated
4 with the pool into which a new product concept is registered.

1 15. (original) A method as in claim 9 further comprising combining two or more
2 pools into a single pool if a predetermined number of new product concepts are not received into
3 a single pool within a predetermined period of time.

1 16. (original) A method as in claim 9 further comprising notifying said new product
2 concept submitters associated with each pool when one new product concept has been selected
3 from said pool and identifying said selected new product concept.

1 17. (original) A method as in claim 9 wherein each market survey includes a conjoint
2 analysis component having multiple attributes and multiple levels designed to predict the
3 marketability of a respective new product concept.